



Vendor Fair 2004

Exhibitor Focus

Things you must know to be ready for the Vendor Fair

Volume 1, Issue 2 – October 2004

Dear Vendor Fair Exhibitors,

Thank you for deciding to come and exhibit at the 10th Annual Environmentally Preferable Products (EPP) Vendor Fair and Conference. The event is taking place next Tuesday October 26, 2004 at Worcester's Centrum Centre in Worcester, MA.

Please read this document carefully as it contains the following important logistical information about the event:

- Exhibitor booth numbers
- Information on directions to the Centrum Centre and parking
- Move-in instructions
- Conference schedule and exhibit hall hours
- New afternoon activity in the exhibit hall – EPP Bingo
- Information on bringing additional staff to the event
- Important sponsor information

Exhibitor Booth Numbers

To double-check your booth number please go to our website at www.mass.gov/epp/events.htm and click on the “List of Exhibitors” tab and follow to the Complete List of Exhibitors page.

Directions to the Centrum Centre

For directions go to our website at www.mass.gov/epp/events.htm and click on the “Directions” tab. **Please note that I-290 (the major route in and out of Worcester) is currently undergoing renovations. Please give yourself ample time to reach Worcester's Centrum Centre. We strongly encourage you to set up your booths the day before the event. If that is not possible, please ensure that you get to the Centrum Centre by 6:30 am the morning of the Vendor Fair.**

Please park at the Worcester Municipal Parking Garage across the street from the Centrum Centre (not the underground parking facility that belongs to the nearby mall). You will receive a parking voucher at the event.

Free Parking

This year, exhibitor parking fees at the Worcester Municipal Parking Garage will be covered by the Vendor Fair. The exhibitor packet you will pick up at the event will contain a parking voucher for the above-mentioned garage. Please ensure you park at the Worcester Municipal Parking Garage, an above-ground facility located across the street from the Centrum Centre, and not at the underground parking facility that belongs to the nearby mall. Parking fees for the mall garage will not be covered.

Move-In Instructions

Move-in starts on Monday afternoon, October 25. Considering the highway construction situation, we strongly encourage exhibitors to set up then as opposed to the morning of the event. The exhibit hall will be open from 2:00pm until 7:00pm. Please use Door # 20 on Commercial Street. You will be able to drive into the building for a short period of time. Once you complete unloading, please leave the building and park your car before setting up your exhibit.

If you are moving in on the day of the event, please ensure that you reach the Centrum Centre at or shortly after 6:30am. Please use Door # 5 on Worcester Center Blvd. (across from the medical Center emergency entrance). Please be advised that on the morning of the event you will not be able to drive into the building. Therefore, please make sure you give yourself enough time to unload, park the car and set up your booth before the exhibit hall opens at 8am.

Important Event Schedule Information

- **8:00am – Exhibit Hall opens**, breakfast is served at Booth 120A.
- **10:30 – 11:00am – Exhibit hall coffee break for attendees**
Please ensure that we receive lunch payment for any additional representatives before lunchtime (see information below).
- **12:15 – 1:30pm – Luncheon session on Level 3 (up the escalator).**
- **1:30 – 2:00pm – Dessert reception in the Exhibit Hall**
- **2:00 – 3:15pm – EPP BINGO in the Exhibit Hall**
Please read the information about the EPP BINGO below!
- **3:15 – Exhibit Hall closes**

Additional Staff at the Event

If you are planning to bring additional staff to the show (not covered by your earlier booth fee, sponsorship or lunch fees, please bring to the show a check or cash payment of \$25/each additional person. You can give the payment to Marcia Deegler, Environmental Purchasing Program Manager or leave it at the exhibitor registration desk.

EPP BINGO

After lunch, a new activity will take place in the Exhibit Hall. At lunch, each attendee will receive an **EPP BINGO card** making the person eligible to win a prize if he or she visits ten exhibitors or attends an afternoon workshop. **In the packets you will receive at the Vendor Fair, you will find a sheet of stickers with your company name to place on the attendees' bingo cards when they come to visit your booth. Please ensure these stickers are ready for the afternoon activity.** If you run out of stickers, just write your booth number on the bingo card and sign it.

Exhibitor Drawings

In addition to the Grand Prize drawing for attendees, which will be held in Workshop Room D on Level 3 (up the escalator), you are welcome to hold your own drawing(s) raffle at your booth. The winners of exhibitor drawings will not be announced on the PA system or at lunch. Please make prize delivery/pick-up arrangements with attendees as they enter your drawing(s).

Platinum Sponsors, Take Advantage of Specially Reserved Lunch Tables!

We would like to thank all the event sponsors. Your contributions make the Vendor Fair a successful event every year!

A reminder for the Platinum Sponsors: One of your sponsorship benefits is a lunch table reserved for your company and your guests in the very front of the Centrum Centre's Grand Ballroom. Please remember that it is there for you and the select customers you would like to invite to sit at it. Take advantage of this opportunity to make some of your clients special, invite them to sit with you and make your own lunch invitations. A word of caution: don't overbook. You can only seat ten people around each table!

Attendee Database

A complete data base of all registered attendees will be provided to each exhibitor by the end of the week following the event. The information will be included on an excel spreadsheet and sent via email and will contain the name, address, title, department, and all other contact information for those registered attendees.

Your Vendor Fair Promotion Checklist

All the things you need to do during and after the Vendor Fair!

At the Event

- o Talk to attendees about the environmentally preferable features of your product or service.
- o If you are in the Innovative Products Aisle (Aisle 200) let attendees know what is unique about your product or service.
- o If your company offers a Promotional Pilot Project, don't forget to tell attendees about it and encourage them to sign up! **We will be sending out Promotional Pilot instructions for exhibitors shortly.**
- o Recycle cardboard, bottles/cans and any unused literature if the recycling service is provided at the facility.
- o Ask attendees for their email addresses.

After the Vendor Fair

- o Advertise your company's green efforts to your customers.
- o Provide more information about your company electronically (i.e. email, website). **A complete list of attendees will be emailed to you after the Vendor Fair.**

Questions about the Vendor Fair? Contact Dmitriy Nikolayev, Environmental Purchasing Project Specialist at Dmitriy.Nikolayev@osd.state.ma.us or (617) 720-3351.

Thank You 2004 Event Sponsors!

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